

Message Text

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ACTION COME-00

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FM AMEMBASSY ROME

TO SECSTATE WASHDC 2504

INFO AMCONSUL MILAN

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E.O. 11652: N/A

TAGS: BEXP, IT

SUBJ: DATA TRANSMISSION AND TELECOMMUNICATIONS MTC EXHIBITION -
ROME VISITS

MILAN FOR TRADE CENTER

REF.: A) ROME 12546; B) USDOC 18451

SUMMARY: AS FIRST OUTLINED IN REF A, THE EMBASSY PROPOSES TO
SPIN OFF MTC EXHIBITORS AT THE MTC DATA TEL EXHIBITION FOR A
ONE DAY VISIT TO ROME BEFORE THE EXHIBITION OPENS. END SUMMARY.

1. THE EMBASSY WOULD LIKE TO ATTEMPT THE ROME VISIT OUTLINED IN
REF A FOR THE DATA TEL EXHIBITION AT THE MTC. WE HAVE CHOSEN
THIS EXHIBITION BECAUSE IT PROVIDES SUFFICIENT LEADTIME AND THERE
IS INTEREST IN ROME FOR THE EQUIPMENT BEING SHOWN, PARTICULARLY
AMONG LARGE GOVERNMENT AND SEMI-GOVERNMENT ORGANIZATIONS WHICH
DOMINATE THE ROME MARKET IN PARTICULAR AND PROVIDE A LARGE PART
OF THE ITALIAN MARKET FOR THE EQUIPMENT BEING SHOWN.

2. AS WE ENVISION IT, THE ROME VISIT WOULD TAKE PLACE ON FRIDAY,
MAY 10 FOR ABOUT 5 EXHIBITORS BEFORE THE OPENING OF THE MTC SHOW,
WOULD LAST FOR ONE DAY WITH A SCHEDULE ALONG THE FOLLOWING LINES:

- MORNING - UP TO THREE BUSINESS CALLS PER EXHIBITOR ARRANGED BY
THE EMBASSY. ALL BUSINESS MEETINGS TO TAKE PLACE AT THE HOTEL.

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- LUNCH - FOR PRINCIPAL GOVERNMENT PROCUREMENT DECISION MAKERS FOR DATA TEL EQUIPMENT. THE LUNCH WOULD GIVE AN OPPORTUNITY FOR THE US BUSINESSMEN TO GET A FEEL FOR GOVERNMENT PROCUREMENT IN ITALY AND PROVIDE ENTREES FOR MEDIUM TERM FOLLOW UP, NECESSARY GIVEN THE LONG GESTATION PERIOD OF CONTRACTS AND MONEY APPROPRIATION LAGS.

- AFTERNOON - TWO BUSINESS APPOINTMENTS PER EXHIBITOR ARRANGED BY THE EMBASSY.

- SATURDAY - FREE FOR MORE INDEPTH FOLLOW UP THAT MINIMISSION MEMBERS MAY WISH TO ARRANGE.

3. ALL COST WOULD BE BORNE BY THE MEMBERS OF THE MINIMISSION, INCLUDING INDIVIDUAL SERVICES NEEDED, SUCH AS ADDITIONAL TRAVEL EXPENSES, TRANSLATORS, TAXIS, AND HOTEL ROOMS. COMMON EXPENSES, SUCH AS THE LUNCH AND A MISSION SECRETARY WILL BE SHARED PRO RATA AND PAID BEFORE DEPARTURE FROM ROME. AT THE DEPARTMENT'S OPTION, WE RECOMMEND THAT IT STAND READY TO PICK UP A TOKEN EXPENSE SUCH AS A HOTEL MEETING ROOM AS A SELLING POINT IN ITS APPROACH TO US COMPANIES (SEE BELOW). OUR ESTIMATES FOR THESE COSTS ARE:

- HOTEL ROOM (PER PERSON) - \$30 FOR SIGLE (SPECIAL EMBASSY PRICE AT NEARBY LUXURY CLASS HOTEL)

- TRANSLATORS - \$10 PER HOUR, MINIMUM THREE HOURS

- LUNCH - \$15 PER PERSON FOR APPROXIMATELY 12 PERSONS

- TAXI - \$15 PER PERSON

- MEETING ROOM IN HOTEL - \$100

- SECRETARY - \$500 FOR TWO WEEKS.

ALL EXPENSES ARE OF COURSE SUBJECT TO WIDE VARIATION DEPENDING ON THE INDIVIDUAL DESIRES OF THE MEMBERS. HOWEVER, ON THE BASIS OF THE ABOVE ROUGH ESTIMATE, THE COST TO A TYPICAL MEMBER FOR MISSION RELATED ACTIVITY INCLUDING HOTEL ROOM WOULD BE AROUND UNCLASSIFIED

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\$400. FROM INQUIRIES MADE BY THE COMMERCIAL COUNSELOR AT A RECENT TC SHOW, IT WAS EVIDENT THAT SEVERAL EXHIBITORS THAT HAD PLANNED A ROME STOP-OVER EITHER BEFORE OR AFTER THE TC SHOW WOULD HAVE BEEN PLEASED TO HAVE DONE SOME BUSINESS PERSONALLY IN ROME, AT THEIR EXPENSE, IF GIVEN THE OPPORTUNITY. THEREFORE, THE ESTIMATED PER CAPITA COST IS NOT BELIEVED TO BE UNREASONABLE OR BURDENSOME. IF THE MEMBERS WISH THE EMBASSY WILL MAKE HOTEL RESERVATIONS AT THE ALBERGO DEGLI AMBASCIATORI

NEAR EMBASSY, SUBJECT TO DIRECT CONFIRMATION WITH NO FINACIAL RESPONSIBILITY ACCEPTED BY THE EMBASSY.

4. IN ORDER TO PROVIDE BACKGROUND FOR WASHINGTON'S APPROACH TO MAY SHOW EXHIBITORS (SEE BELOW), WE HAVE LOOKED OVER THE AVAILA-
BLE MARKET RESEARCH AND MADE OUR OWN INQUIRIES IN ROME AND
CONCLUDED THAT A) THERE IS A GOOD DEAL OF INTEREST HERE AMONG
LARGE END-USERS AND B) THE FOLLOWING PRODUCTS HAVE THE BEST SALES
PROSPECTS:

- MODEMS

- CONCENTRATORS

- TIME DIVISION MULTIPLIERS

- FACSIMILE EQUIPMENT

- TERMINALS, ESPECIALLY PORTABLE TERMINALS.

THE ORGANIZATIONS PROVIDING THIS INFORMATION WERE AN AGENT, THE
CHIEF TECHNICAL MAN FOR DATA TEL IN THE PTT, THE ISTITUTO
MOBILIARE ITALIANO (GOVERNMENT MEDIUM TERM CREDIT AGENCY),
AND SIP (TELEPHONE COMPANY). NOTE: FOR GENERAL BACKGROUND
REFER ALSO TO REF A.

5. COMMENT: WE ARE AWARE THAT THIS RECOMMENDATION, DUE TO
UNUSUALLY FINE LEAD TIME PROVIDED IN THE CASE OF THE MAY SHOW,
OVERLAPS THE START OF PROCUREMENT. BUT WE HOPE THAT THE DEPARTMENT
CAN SEE ITS WAY CLEAR TO SUPPORT OUR RECOMMENDATION. WE GAVE
CLOSE STUDY TO ATTEMPTING A SIMILAR ROME VISIT IN CONNECTION
WITH THE FEBRUARY SHOW AND THE MARCH SHOW. IN THE CASE OF THE
SECURITY SHOW WE JUDGED THE DEADLINES TOO TIGHT WHILE IN THE
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CASE OF THE COMPONENTS SHOW THE PRODUCT CATEGORY DOES NOT SEEM
RIGHT FOR ROME. IN LOOKING FURTHER AHEAD WE PLAN TO RECOMMEND
A ROME VISIT FOR THE BIOMEDICAL SHOW IN JUNE, UNLESS OUR
SOUNDINGS INDICATE THAT IT WOULD NOT BE A GOOD IDEA OR THE DEPAR-
TMENT RAISES OBJECTIONS.

6. ACTION REQUESTED: IF THE DEPARTMENT CONCURS, APPROPRIATE
EXHIBITORS AT THE MAY SHOW SHOULD BE CONTACTED FOR RECRUITMENT FOR
A MINIMISSION. IN SO DOING THE DEPARTMENT SHOULD BE CAREFUL TO
INFORM THEM THAT IT IS A PAY-AS-YOU-GO VENTURE LIMITED TO ONLY
A FEW (E.G. 5) FIRMS.VOLPE

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